

Today is a beautiful day

SmartLink+ ZoomLink+ EasyLink+

Dynamic FM for adults and teenagers

PHONAK

life is on

Today is a beautiful day – and I can hear it!



Today is a beautiful day – and I can hear it! Hearing loss has been part of my life since I was born. It runs in our family. My son David has a profound hearing loss and my mother Pamela has a moderate hearing loss. I married Linda, who has a hearing loss too. Although

my audiologist tells me it's progressive, I have the feeling that I am hearing better than ever before. It is really impressive what today's technology offers me.

The latest wireless SmartLink+ tops it all.

I not only understand what my wife is telling me, but I can now hear every little detail of emotion in her voice, which helps me really understand what she says, means and feels. The sound quality of the SmartLink+ is just superb. You could say I found my wife again, it's almost like I remarried her! The combination of the wireless microphone, remote control and Bluetooth for my cellphone within this one device makes the SmartLink+ extremely convenient and powerful. This is all I need, all I want. It is a dream come true. No surprise my son also has a SmartLink+, Linda a ZoomLink+ and my mother an EasyLink+!

Alex



Helping several listeners to hear
with SmartLink+ in Omni mode



SmartLink+

David is wearing ML11i
with Naída SP

The ultimate wireless microphone featuring:

- Dynamic FM
- Multiple microphone settings
- Latest Bluetooth version for simple cellphone and MP3 use
- SoftLanding technology
- Audio input for wireless TV and audio enjoyment
- Fast-charging battery
- Hearing instrument remote control

SmartLink+ is the product for those who want nothing less than the very best: in meetings, when it is noisy, over distance, at home and at work, in the car and in the mall, on the cellphone face to face, even when watching TV or listening to music. In short: **SmartLink+ is the Rolls Royce of the hearing industry.**

Nothing brings you closer to what you want to hear than SmartLink+



"Having a profound hearing loss has never been easy; and I have had hearing instruments and FM systems for as long as I can remember. My girlfriend Kelly is a great help and thinks I can go to college. Like her, I want to study medicine, and I know there are a few other doctors with a profound hearing loss that they've had since childhood.

Thanks to the SmartLink+ I'm starting to believe I can do it, because this product is just amazing – I can hear and understand much more. It's so cool to hear Kelly on the phone. I know for others that might be something completely normal, but for me it's a completely new world."

David

Today is a beautiful day –
it's so cool to hear Kelly on the phone!



ZoomLink+

Linda is wearing ML9i
with Exélia

A versatile wireless microphone featuring:

- Dynamic FM
- Multiple microphone settings
- SoftLanding technology
- Audio input for wireless TV and audio enjoyment
- Fast-charging battery

ZoomLink+ is the product for those who know what they want: better hearing and understanding in meetings, when it is noisy, over distance, at home and at work, in the car and in the mall, even when watching TV or listening to music.

**ZoomLink+ brings the sound you want
to hear directly to your ears**

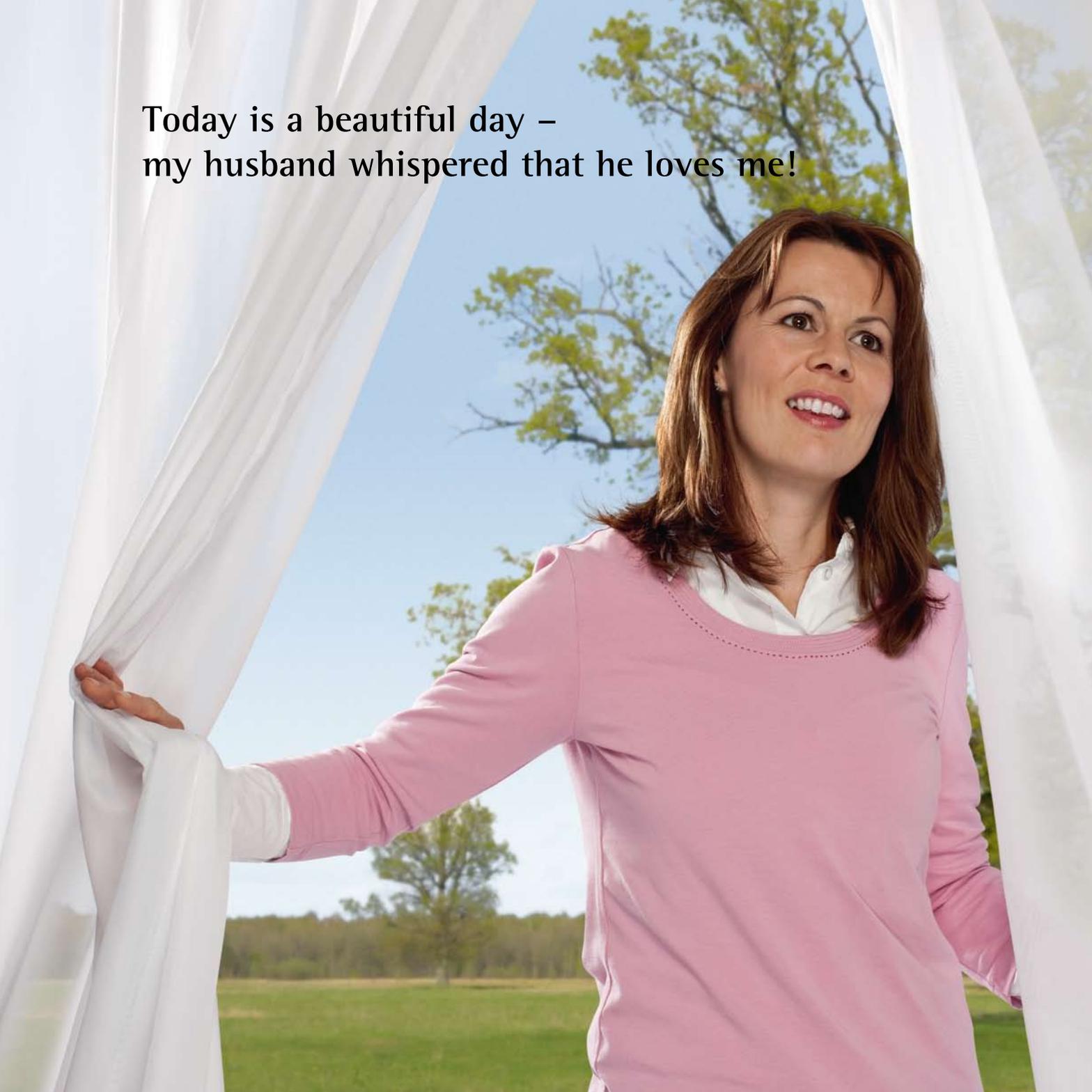


"Hearing loss is becoming less and less of an issue in our family. We all have great audiologists who inform us every time a new product is released that might be helpful to us. They've even advised us how to optimize the acoustics and lighting in our house.

I have just a moderate hearing loss. They never found the cause. The ZoomLink+ gives me that extra boost I need in order not to miss anything in a discussion, at home, at work or in the car. I love to hear my husband through the ZoomLink+. His voice is just so clear!"

Linda

**Today is a beautiful day –
my husband whispered that he loves me!**



EasyLink+

Pamela is wearing MLxi with non-Phonak hearing instruments

The affordable wireless microphone featuring:

- Dynamic FM
- SoftLanding technology
- Audio input for wireless TV and audio enjoyment
- Fast-charging battery

EasyLink+ is a super-simple wireless microphone with just one button for On/Off switching. Like SmartLink+ and ZoomLink+ it runs on the Dynamic FM platform, the new global FM standard. Hearing care professionals can reprogram its exact microphone behavior to meet the exact needs of the listener, without challenging the user with too many choices.

EasyLink+ overcomes distance, noise and reverberation, making any conversation so much easier to follow



"Music was never really important in our family, because we all have some form of hearing loss. But my granddaughter Michelle plays the flute. She has normal hearing and seems to be the only one with any musical talent. I listened to her first concert using my EasyLink+. No words can express what that meant to me, seeing her on stage and being able to hear every note so perfectly."

Pamela

**Today is a beautiful day –
I enjoyed my granddaughter's first concert!**



Microphone settings



SmartLink+

ZoomLink+



SuperZoom

This is the ultimate setting for challenging sound situations. Its sharp adaptive beam focuses on speech and suppresses unwanted noise signals from beside and behind the transmitter user. An additional digital fine-scale Noise Canceller (NC) analyses the incoming signal across 17 bands and eliminates noise generated within the beam. Adaptive FM Advantage (AFMA) meanwhile measures the surrounding noise during pauses in speech and adds additional FM gain when a certain noise level is reached.

Use SuperZoom for all situations featuring high noise levels, such as:

- Noisy restaurants and parties
- In the car or on the train
- Making Bluetooth phone calls
- When the transmitter is worn lavalier style (neck-hung) by your communication partner



Zoom

Zoom is the universal setting for medium noise levels. It creates a fixed beam, which suppresses those noise signals coming from behind the user, and indirect sound reflections such as those noises rebounding off walls. It also features Adaptive FM Advantage (AFMA).

Use Zoom for all medium noise situations, such as:

- Face-to-face conversations
- Walking
- Meetings and conferences
- And many other everyday situations...



Omni

Omni is designed for less noisy environments, as this 360° setting picks up sound from all around the transmitter.

Use Omni in situations such as:

- Round-table discussions in quiet environments
- Playing cards with friends



EasyLink+



Zoom (On/Off button)

EasyLink+ features only one button – the On/Off button – and its default microphone setting is Zoom mode. This is exactly the same mode as that enabled by pressing the middle button on the SmartLink+ or ZoomLink+. This standard setting can be changed using Phonak's FM SuccessWare.

SmartLink+



A Selectable microphone settings:

-  SuperZoom
-  Zoom
-  Omni (360° voice pick-up)

B High quality microphone array

C Advanced signal processing:

- Dynamic FM
- SoftLanding technology
- High resolution multi-channel noise cancellation

D Integrated invisible antenna

- for operating ranges less than 15 feet (5 meters)

E Interface for the lavalier cord with external antenna

- for operating ranges up to 50 feet (15 meters) indoors, and 170 feet (50 meters) outdoors

F Retention clip

G Easy to read LCD display

H Bluetooth control keys for cellphone use

I Keys for

- remote control of Phonak Hearing instruments
- frequency change and other features

Attachable interface with connections for:

- M** 3.5 mm socket for external audio sources (e.g. TV)
- N** mini USB socket for power supply and programming cable
- O** 2.5 mm socket external microphone (MM8 and iBoom)

ZoomLink+



A Selectable microphone settings:

-  SuperZoom
-  Zoom
-  Omni (360° voice pick-up)

B High quality microphone array

C Advanced signal processing:

- Dynamic FM
- SoftLanding technology
- High resolution multi-channel noise cancellation

D Lavalier cord with antenna

- for operating ranges up to 50 feet (15 meters) indoors, and 170 feet (50 meters) outdoors

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Attachable interface with connections for:

- G** 3.5 mm socket for external audio sources (e.g. TV)
- H** mini USB socket for power supply and programming cable
- I** 2.5 mm socket external microphone (MM8 and iBoom)

EasyLink+



- A**  On/Off button
Microphone default setting:
- Zoom microphone setting
(Other microphone settings can be activated using Phonak's FM SuccessWare)
- B** High quality microphone array
- C** Advanced signal processing:
- Dynamic FM
 - SoftLanding technology
 - High resolution multi-channel noise cancellation
- D** Lavalier cord with antenna
- for operating ranges up to 50 feet (15 meters) indoors, and 170 feet (50 meters) outdoors

- E** Retention clip

- F** Easy to read LCD display

Attachable interface with connections for:

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Introducing iSense

A next-generation wireless hearing technology for children and adults

iSense is a Dynamic FM wireless communication system aimed at children and adults who do not require or use traditional hearing instruments.

Comprising two stylish receivers – the iSense Micro and iSense Classic – this new product family is ideal for those who have difficulty understanding or concentrating upon speech in challenging noise environments, despite having relatively normal hearing.



iSense Micro

The iSense Micro is a sleek and lightweight hearing receiver that is usually worn as one of a pair. Its svelte lines and six color options move this device away from traditional hearing-aid aesthetics and into the realm of trendy Bluetooth headset devices.

The iSense Micro comprises:

- compact housing, which sits comfortably behind the ear
- a malleable 'flex' piece, which runs over the top of the ear
- a 'retention piece', that slots onto the end of the flex, securing the speaker section just inside the ear canal
- a unique earwax detection feature.

These users include those with central auditory processing disorder (APD), slight hearing loss, unilateral hearing loss, autism, attention deficit (hyperactivity) disorder (ADHD) and second language learners.

By 'transmitting' the speech of a speaker – such as an **inspiro**-wearing friend or colleague – directly from that person's transmitter into the iSense user's ear, this user is better able to hear, distinguish and respond to the words being spoken.



iSense Classic

iSense Classic is a trendy, body-worn Dynamic FM receiver that resembles a modern MP3 player.

The iSense Classic can be worn in a couple of ways: around the neck via the supplied lavalier cord; or kept snugly in a pocket.

The iSense Classic is the ideal choice for users who prefer:

- a robust, affordable solution for two ears
- a directly accessible volume control
- an easy-to-operate receiver with clearly visible controls and indicator lights

Choose the right Dynamic FM transmitter

SmartLink+



SmartLink+ is the FM transmitter for those who want nothing less than the very best.

ZoomLink+



ZoomLink+ is the FM transmitter for those who know what they want.

EasyLink+



EasyLink+ is the FM transmitter that is easiest to operate.

inspiro
DISCOVER DYNAMIC FM



inspiro is a Dynamic FM transmitter for teachers and suitable for use in both regular and special schools.

DynaMic



DynaMic is the passaround microphone for the MultiTalker Network with inspiro.

Target groups	SmartLink+	ZoomLink+	EasyLink+	inspiro	DynaMic
Teenagers	■	■			
Students	■	■			
Business people	■				
Elderly people	■	■	■		
Children in school				■	■
Children at home	■			■	
Suitable for					
Remote controlling Phonak hearing instruments	■				
Bluetooth cellphone use	■				
Bluetooth MP3 use (A2DP*)	■				
Any other Bluetooth devices using headset profile or A2DP	■				
Any use cases that require multiple microphone settings	■	■			
Meeting and conferences	■	■			
Face to face conversation	■	■	■	■	
Watching TV	■	■	■	■	
Listening to music	■	■	■	■	
GPS analog audio signal pick-up	■	■	■	■	
Notebook audio signal pick-up	■	■	■	■	
Use in classroom				■	■
Multiple speakers in a classroom				■	■

* A2DP is a Bluetooth profile for streaming audio, such as from a MP3 player to headphones. SmartLink+ supports the A2DP profile.

Choose the right FM receiver



Hearing Instrument	MLxi*	ML12i	ML11i	ML10i	ML9i	MicroMLxS*	ML9S	MyLink**	Audio Shoe
Exélia Art	■				■	■	■	■	AS9
Exélia Art micro	■	■				■		■	AS12
Exélia micro	■	■				■		■	AS12
Exélia	■				■	■	■	■	AS9
Nios micro	■	■				■		■	AS12
Versáta	■				■	■	■	■	AS9
Versáta micro	■	■				■		■	AS12
Certéna	■				■	■	■	■	AS9
Certéna micro	■	■				■		■	AS12
Naída SuperPower	■		■			■		■	AS11
Naída UltraPower	■			■		■		■	AS10
Audéo V/IX								■	-
Audéo YES									-
Savia Art	■				■	■	■	■	AS9
Savia	■				■	■	■	■	AS9
microPower V/IX								■	-
Eleva	■				■	■	■	■	AS9
Valeo	■					■		■	AS5
miniValeo								■	-
eXtra	■				■	■	■	■	AS9
Una	■				■	■	■	■	AS9
MAXX	■					■		■	AS5
PowerMAXX	■					■		■	AS5
Solo T+	■					■		■	AS5

* MLxi and MicroMLxS can also be used with the majority of BTE hearing instruments produced by other manufacturers.

** MyLink can also be used with BTE and ITE hearing instruments produced by other manufacturers, provided they feature a T-coil.

Choose the right FM receiver for Cochlear Implant and Baha Models



Cochlear Implant/Baha Model		MLxi	MicroMLxS	MicroLink Freedom	MicroLink CIS with MLxi or Micro MLxS	MLxi Baha
Advanced Bionics	Harmony	■	■			
	Auria	■	■			
	Clarion CII BTE				■	
	Platinum BTE				■	
	Platinum (PSP) Bodyworn				■	
	Clarion S Serie				■	
	Clarion 1.2				■	
Cochlear/Nucleus	Nucleus® Freedom™ (BTE)			■		
	Nucleus® Freedom™ (body-worn controller)	■	■			
	ESPririt 3G BTE*	■	■			
	ESPririt/SPririt				■	
Cochlear/Baha	Baha Divino					■
	Baha Intenso					■
	Baha Compact					■
Med-EL	DUET 1 / DUET 2	■	■			
	TEMPO+ / Opus 1 / Opus 2	■	■			
	TEMPO+ / Opus 1 / Opus 2 (with remote battery pack)				■	
MXM	digisonic Digi SP *K, bodyworn	■	■			
	digisonic Digi SP BTE	■	■			

*3G adaptor needed

Frequently asked questions

1. Who can benefit from FM?

Based on market research we estimate that approximately 10% of hearing instrument users are good candidates for FM.

Ideal FM candidates:

- report hearing instruments are adequate in quiet situations but ineffective in noisy environments
- are motivated to utilize additional equipment in difficult listening situations

Evaluating your clients' suitability for FM will help guarantee your success in fitting the right hearing instrument solution to each client. Of course the hearing instruments in question must be FM-compatible.

Phonak FM receivers are compatible with virtually all BTEs. Phonak MyLink receivers are compatible with T-coil based BTEs, Micro BTEs and custom products.

2. What are the keys to successful FM use?

For an FM user, his or her experience during the first 4–6 weeks of FM use greatly influences success. Comprehensive training and counseling during this initial period are essential. Make sure the partner of the hearing impaired is also involved in this training. The partner will often use the transmitter, therefore the benefits of FM are also dependent upon how the partner is using this transmitter.

An all-encompassing training and counseling session should include:

- hands-on all relevant FM parts
- a full review review of the system's operation. The user should become familiar with the FM system and know how to use it in different situations.
- a 'real-life' demonstration for the hearing impaired and his/her partner provides a more meaningful listening experience.
- Phonak offers a special FM workbook that provides detailed instructions on how to use FM to maximize speech understanding in most common listening situations. Ask your local Phonak representative about this and other brochures.

3. How to demonstrate FM

Firstly, make sure you always have a charged transmitter ready for demonstration.

Demonstrating MyLink is easiest, but even with MyLink you must still make sure no other no loop systems are being used close by.

Before demonstrating any FM system live, show all the system's components to the potential customer and identify each.

Whenever possible, actively involve the customer's partner or accompanying family member in the demonstration. He or she should use the FM transmitter.

Position the microphone close to the customer's mouth and let the customer switch between FM and no FM. Add noise to the surroundings too, or go out on the street. Vary the distance, but do not overdo it; FM systems are not walkie-talkies and are designed to be an excellent support tool for normal communicative situations.

The results are always spectacular.

4. Are FM solutions for teenagers and adults reimbursed?

In most countries there is legislation to support the provision of FM systems for children and adults with hearing loss.

For adults using FM in their working life, reimbursement usually covers at least a part of the cost. FM systems for children who attend kindergarten, school or university are almost always reimbursed in full.

Ask your local Phonak representative for more information about local reimbursement for FM systems.

5. Is there an additional benefit if FM is being used with Phonak hearing instruments?

There are several. Firstly, users of Phonak hearing instruments can choose between very small, 'design integrated' FM receivers and the universal FM receiver, called MLxi, which works with all brands. Secondly, Phonak users can benefit from remote functionality. Phonak's SmartLink+, ZoomLink+ and EasyLink+ Dynamic FM transmitters send a remote command to the hearing instrument during start-up. This ensures that the hearing instrument is in the respective FM program when the transmitter is ready to pick up sound. Furthermore, SmartLink+ also offers the possibility to remotely control the hearing instrument in a very discreet, comfortable way – just like a separate remote control.

David calling Kelly via the
SmartLink+'s Bluetooth feature

Further product information

This publication is an overview of our Dynamic FM products for teenagers and adults. The following additional brochures are also available on request:

- "Dynamic FM for schools"
- "A Phonak is for everyone" Junior Hearing Solutions
- "A Phonak is for everyone" Hearing Solutions
Spring/Summer 2009

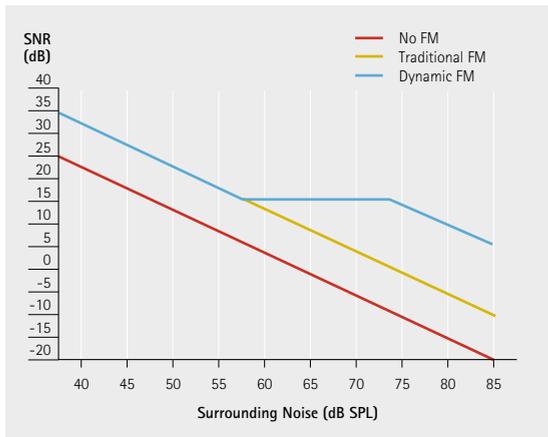
**To order these brochures please contact your local
Phonak representative.**



Features in detail

Dynamic FM

Dynamic FM is the new global standard for FM systems. It was introduced by Phonak in 2007 and is now available for teenagers and adults. Dynamic FM improves the signal-to-noise ratio in very challenging listening situations by over 15 dB compared to traditional FM systems, and over 25 dB versus hearing instruments.



One of the key features of Dynamic FM is its Adaptive FM Advantage feature, or AFMA. AFMA adds additional FM gain when a certain noise level is reached, for instance in a restaurant with friends, or in an auditorium. Below a surrounding noise level of 57 dB, the FM Advantage is 10 dB. The Dynamic FM curve (in blue) shows how the FM Advantage stays stable, between 57 dB SPL and 73 dB SPL, regardless of the noise level. At a 73 dB SPL ambient noise level, the FM Advantage increases from 10 dB to 24 dB. These changes are made automatically and instantly.

This approach offers a huge performance improvement. Indeed the difference between Dynamic FM and traditional FM is larger than the difference between traditional FM and no FM! Dynamic FM is simply the biggest innovation to hit the hearing industry in decades.

Bluetooth

The SmartLink+ is not only an excellent FM microphone, but also an intelligent wireless Bluetooth hands-free set for the hearing instrument user.

Bluetooth is a digital short-range communication technology that operates in the 2.4 GHz spectrum. SmartLink+ employs the latest globally-used version of this technology: Bluetooth version 2.0 +EDR.

SmartLink+ is compatible with all Bluetooth cellphones and other Bluetooth devices that use the A2DP or headset profile. A2DP is a special Bluetooth profile that stands for Advanced Audio Distribution Profile. It is used for sending music (audio streams), for example from a Bluetooth MP3 player to the SmartLink+ or any other A2DP-compatible Bluetooth device.

SmartLink+ processes Bluetooth signals intelligently. If, for instance, a user is listening to music on their Bluetooth MP3 player (A2DP) and a phone call is received, SmartLink+ will instantly send a command to the MP3 player to pause the music, sending the phone's ringing signal to the hearing instrument user instead. The user simply accepts the incoming call by pressing the green telephone button on the SmartLink+ and talking directly into the

transmitter. Once the user has ended the call by pressing the red SmartLink+ telephone button, a command is sent automatically to the MP3 player to resume playing the music.

The Bluetooth pin code used for pairing is '0000'. Should a Bluetooth device not support this code, the SmartLink+ pin code can be replaced using Phonak's FM SuccessWare 4.3 software (and later versions).

This smart, unique Bluetooth processing function makes SmartLink+ a highly valuable hands-free set for hearing instrument users.

External audio input

SmartLink+, ZoomLink+ and EasyLink+ can be connected to any device that features either an audio output for headphones, Scart (video standard) socket or Cinch (HiFi standard) socket.

The user can then choose between two settings:

Watching TV or listening to music: via the automatic audio input detection feature. Phonak transmitters that are connected to a TV automatically detect whether or not an audio signal is available.

In this case the transmitter should *not* be switched on manually; if an audio signal is available, the FM transmitter will detect this and automatically switch on after just a few seconds. If the TV set is then switched off, the transmitter will switch itself off too.

This automatic audio input detection feature works with any devices that provide a constant audio signal, such as TV sets, HiFi equipment, radio receivers and MP3 players.

Using GPS in the car: via the permanent audio input setting. While a TV set provides a constant audio signal, GPS devices only send audio information every few seconds or even minutes.

Phonak has developed the permanent audio input setting for SmartLink+, ZoomLink+ and EasyLink+ with exactly these products in mind.

To activate this feature, the transmitter should be switched on before attaching the audio cable. This setting ensures that the transmitter is always on and ready to send instructions from the GPS to the hearing instrument user, ensuring no single syllable is ever missed.

Remote control for Phonak hearing instruments

The SmartLink+ includes a remote control for Phonak hearing instruments. With this remote control a hearing instrument's program can be changed discretely and the volume of the hearing instrument adapted comfortably at any time.

The SmartLink+, ZoomLink+ and EasyLink+ also include an automatic hearing instrument setting, which is activated when a transmitter is powered on. When the transmitter is switched on, a remote command is sent to the hearing instrument to switch the hearing instrument

to its FM program. If the transmitter is then switched off, the hearing instrument is set back to its usual hearing instrument program.

The hearing instrument remote control works on 40,96 kHz and is an inductive unidirectional link. It spans a range of 20 inches or 50 cm.

SoftLanding technology

Phonak's SoftLanding technology significantly enhances a transmitter user's listening comfort by instantly reducing the gain of sharp, abrupt noises such as the bang made when a transmitter is placed on a flat surface.

SoftLanding technology identifies sharp noises with peaks higher than 85 dB SPL and instantly reduces the gain of these peaks for just a few milliseconds. This ensures that the sound at the top of the noise peak is not transferred to the user's ears. SoftLanding technology does not affect speech understanding or sound accuracy.

SoftLanding technology even reduces other 'peak' sounds such as slamming doors and banging dishes, meaning that with SoftLanding technology every landing really is a happy one.



Pamela uses EasyLink+ to hear Walter's voice over the noise of the TV



A Phonak FM bridges the gap by
making conversation over distance easier





Dynamic FM

Phonak is proud to have helped hundreds of thousands of teenagers and adults with hearing loss hear better in the most challenging situations by means of its unrivalled wireless FM technology.

With the arrival of SmartLink+, ZoomLink+ and EasyLink+ the Dynamic FM product portfolio is complete and a giant leap forward is made. The Dynamic FM platform boosts signal to noise ratios way past those of traditional FM, especially in very noisy environments, and new groundbreaking features such as SoftLanding technology improve listening comfort even further.

Their stylish designs make SmartLink+, ZoomLink+ and EasyLink+ highly desirable devices that no one will want to be without.

The days in which FM technology was exclusively for children are long gone. Millions of adults with hearing loss are lining up to get the very best in hearing technology. Thousands of hearing care professionals have the most rewarding job on earth: **improving hearing, and thereby improving understanding.**

Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

**Interact freely. Communicate with confidence.
Live without limit. Life is on.**